



## Who

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Abu Dhabi, United Arab Emirates

- one of the best port and industrial zone in the world
- 2.5 million containers and 12 million tons of cargo handled
- it is currently serving the world's largest container ships, arriving all the way from the Far East

## Situation

- The organization had long been using Cisco Unified Communications Manager
- It became necessary to migrate telephony to an integrated voice and data solution

## Objectives

- Monitor and analyze telephone traffic for Cisco Unified Communications Manager, providing rich reporting and analysis
- Avoid fraud and abuses from the 445 company phones including models CP- 7945, CP-7965 & CP-7975
- Manage internal and external contacts, personal, group, department, public, imported and synchronized from any database

## Imagicle Solutions

- **Billy Blue's 4**
- **Speedy Enterprise**
- **StoneLock**

## Results

- Faster calls save 10 days per employee per year
- Phone abuse reduced to near zero
- Better reports to meet the organization's business requirements

# How Imagicle Helped Abu Dhabi Ports Company Dial Down Its Phone Bills.

## One of the best port and industrial zone in the world

One of the Arabian Gulf's most advanced commercial harbors, Abu Dhabi Ports Company serves the world's largest container ships, arriving all the way from the Far East.

## A telephone system that grows with the business

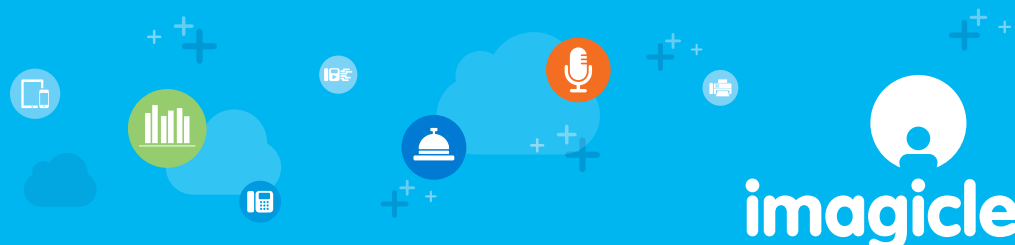
In recent years, as the port and its traffic grew, management wanted to migrate telephony from a standard PBX system to an integrated voice and data solution. This upgrade would enable state-of-the-art collaboration capabilities while improving day-to-day functionality. "Our goal was to monitor and analyze telephone traffic, avoid fraud and abuse of the company phones, manage internal and external contacts, and synchronize from any database," says Ammar Al Hayyani, Abu Dhabi Ports Company's senior telecommunication engineer.

The organization had long been using Cisco Unified Communications Manager (Call Manager), Cisco's call control platform that captures all call data. Now it needed a solution to monitor telephone traffic and provide rich reporting and analysis on the data that Call Manager collected.



With more than 20,000 installations throughout the world, Imagicle applications suit several market needs including Public sector, Healthcare, Finance, Manufacturing and Retail. "We consider Cisco a valuable vendor and partner," says Dr. Saif Al Ketbi, Abu Dhabi Ports Company's VP of IT. "Imagicle passed all the technical and the commercial evaluation criteria." In addition to in-depth call accounting to cut down on abuse of the system, Imagicle's directory services enable Cisco phone users to reach their contacts faster than ever; and Imagicle's phone lock solution prevents unauthorized users from making calls.

"Going for an IP-based telephony solution would give us the flexibility to implement plenty of applications that would help us in our business requirements as well as add extra value to the unified communications solution," says Al Hayyani.



# Applications

## Billy Blue's 4

### Accounting & Billing

Solution for monitoring and analysing telephone traffic. Multi-carrier, multi-site, multi-country, multi-currency and multi-time zone, Billy Blue's 4 can cope with any need and also supports a network of telephone systems, offering a centralised monitoring.

## Speedy Enterprise

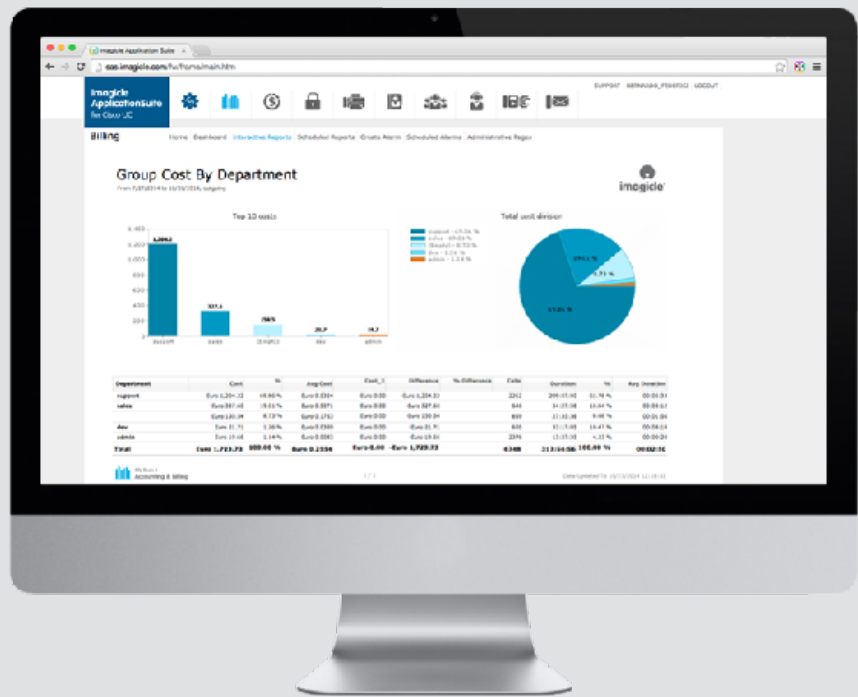
### Directory, Click to Call, Caller ID

Centralised directories management service that makes all contacts available and allows for identifying the caller directly on the telephone or on the PC client.

## StoneLock

### IP Phone Lock

Easily lock the company phones avoiding any kind of abuse and any surprise on the phone bill. You can leave your desk been sure no one will use your phone while you are away. StoneLock will also protect your privacy making, when the phone is locked, call history not accessible.



## Seamlessly integration with Cisco Unified Communications

According to Al Hayyani, Abu Dhabi Ports Company evaluated multiple vendors before choosing the Imagicle suite for the functionality of its accounting, phone lock and directory services. "We deployed the applications and tested it in the IT department first, then we rolled it out to the rest of the departments one by one to ensure successful adoption and to make sure users became familiar with the ease of use and simplicity."

The Imagicle Billy Blue's 4 for call accounting and billing integrates seamlessly with Cisco unified communications to collect data from incoming and outgoing calls and produces in-depth reports and analyses. Now Abu Dhabi Ports Company can see details of its monthly telephone bill, such as where a call came from, where it went, its duration and its cost. Imagicle's StoneLock application was deployed to lock the phones according to business needs, ensuring appropriate use by authorized users. And Imagicle's Speedy Enterprise phone directory application makes it easy for employees to find their business and personal contacts on their phones and reach them faster than ever.

**"I would highly recommend the solution itself as well as Imagicle"**

Before the Imagicle rollout, according to Al Hayyani, the default billing reports that came from Cisco Call Manager did not precisely match Abu Dhabi Ports Company's requirements. However, with extraordinary support from Imagicle, the new reports now reflect exactly what Abu Dhabi Ports Company wants to see on call volume, duration and cost. Today, Cisco still captures all the vital call data, while Imagicle enables detailed reporting and business insights.



After the Imagicle rollout, personal calls virtually stopped and Abu Dhabi Ports Company's monthly phone bill dropped by 20% or more. Reports of abuse of the phone fell to almost zero. What's more, the directory application makes calls faster than before, saving 10 days yearly per employee.